

DEPARTMENT OF ACCOUNTING AND GENERAL SERVICES  
ANNUAL REPORT ON GOALS, OBJECTIVES AND POLICIES

January 2002

Program ID/Title: AGS-889/Spectator Events & Shows/Aloha Stadium

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I. Goal

A. Administrative Services Branch

Continuing commitment to cost efficiency and productivity.

B. Engineering and Maintenance Branch

To provide a facility that is safe, clean and comfortable for conducting sporting and recreational events.

C. Box Office Branch

Continued effort to improve ticket selling services for the general public, as well as, enhancing internal controls and efficiency of box office operations.

D. Security Branch

Ensure the safety of licensees, participants and spectators; and ensure the security of the facility against vandalism, theft and trespassing.

E. Events Branch

Continue to provide events in a pleasant, safe and enjoyable environment.

II. Objectives and Policies

A. Administrative Services Branch

1. Computerization and automation of program functions to increase productivity and reduce costs.
2. Review Rules and Regulations of the Stadium Authority.

3. Review contracts and bid documents to ensure maximizing revenues to agency.

B. Engineering and Maintenance Branch

1. Implement repair and maintenance programs and projects to minimize facility deterioration caused by normal wear and aging.
2. Implement capital improvement projects to ensure facility conformance with current health, safety and operational requirements.

C. Box Office Branch

1. Continuing to implement computerization and automation of various daily tasks to increase productivity and reduce costs.
2. Continuing to update box office policies and procedures.
3. Increase ticket distribution points and methods by which customers may purchase tickets to increase ticket sales.

D. Security Branch

1. Improve security and emergency procedures.
2. Increase awareness of the Americans with Disabilities Act policies to prevent any discriminatory issues from arising.
3. Train the current contract security on all of the procedures and rules associated with the stadium.
4. Emphasize customer service policies while enforcing the Rules and Regulations of the Stadium Authority.
5. Maintain and improve working relationships and communications with other law enforcement agencies.
6. Maintain informational relationships with the "street element" to be in position to receive advance notice of potential problems at the stadium to include gang fights, graffiti, theft, vandalism, auto break-ins, etc.

E. Events Branch

1. Continue training of events personnel in customer service.
2. Continue evaluating events personnel to insure they meet the standards of Events Branch.
3. Continue briefing of events personnel before major events, to insure information needed to serve our customers are understood by all events personnel.
4. Provide latest safety equipment and training to events personnel.
5. Provide latest communication equipment to events personnel.
6. Continue to plan, operate, critique with licensees to hold successful events.

III. Action Plan with Timetable

A. Administrative Services Branch

1. Past Year Accomplishment

- a. Reviewed and completed assessment of program functions to assess feasibility of computerizing program functions. This is an ongoing activity.

Results: Computerized sick/vacation leave reporting.  
Computerized voucher and purchase order functions.

- b. Reviewed Rules and Regulations of the Stadium Authority. This is an ongoing activity.

Results: Changes to the Rules and Regulations of the Stadium Authority will include deleting references to statutes that have been repealed and restructuring of the insurance coverage requirements. It is estimated that changes to the Rules and Regulations of the Stadium Authority will be accomplished in the next 18 months.

- c. Reviewed contracts and bid documents to ensure maximizing revenues to agency. This is an ongoing process.

Result: No substantial changes are recommended at this time.

- 2. One Year - The above-mentioned objectives and policies are ongoing projects and will be performed on a continual basis.
- 3. Two Years - The above-mentioned objectives and policies are ongoing projects and will be performed on a continual basis.
- 4. Five Years - The above-mentioned objectives and policies are ongoing projects and will be performed on a continual basis.

B. Engineering and Maintenance Branch

- 1. Past Year Accomplishment
  - a. Repair tree root damage at sidewalks and paved parking areas.
  - b. Repair parking areas damaged by erosion.
  - c. Restore non-skid coatings at walkways, stairs and seating areas.
  - d. Restore deteriorated surface coatings at structural steel members and siding.
  - e. Repair damaged spectator seats.
  - f. Replace primary electrical distribution cables and switchgear equipment.
- 2. One Year
  - a. Implement repair and maintenance programs and projects to minimize facility deterioration caused by normal wear and aging.
  - b. Replace standby emergency generator.
- 3. Two Years
  - a. Implement repair and maintenance programs and projects to minimize facility deterioration caused by normal wear and aging.

- b. Improve public restrooms to satisfy requirements of the Americans with Disabilities Act (ADA).

- c. Repave Lower Halawa Parking Lot.

4. Five Years

- a. Implement repair and maintenance programs and projects to minimize facility deterioration caused by normal wear and aging.

- b. Repave preferred parking area.

- c. Repair steel structural members and surfaces damaged by corrosion.

C. Box Office Branch

1. Past Year Accomplishment

- a. Upgraded computerized ticketing system with newer version of software to improve ticket selling services for the general public and tighten internal controls and efficiency of box office operations.

- b. Upgrade of software has automated various daily tasks.

- c. Reviewed box office policies and procedures and have updated only a portion of it. Presently incorporating additional changes in procedures with the upgrade of software.

- d. Established ticket outlets with TICKET PLUS (locally based ticket distribution company) to make it convenient for the general public to purchase ticket for UH football games.

2. One Year

- a. Computerization and automation of various daily tasks to increase productivity and reduce costs.

- 1) Continuing to review and analyze various daily tasks within the next six months.

2) Will recommend to stadium management on how various daily tasks can be improved and/or enhanced.

b. Review and update box office policies and procedures.

Complete and update policies and procedures within the next six months.

c. Increase ticket distribution points and methods by which customers may purchase tickets to increase ticket sales.

Completion will depend upon the funds and resources available to the stadium at time of implementation. Have introduced new ticket outlets for customers to purchase tickets and hopefully by 2002 football season will be able to establish a gateway for people to purchase tickets using the internet services. This will help to generate additional revenue for our agency.

D. Security Branch

Projects are ongoing and continuous.

E. Events Branch

1. Past Year Accomplishment

a. Provided events personnel training in customer service by professional instructors.

b. Pilot Awards Program implemented by Events Branch.

c. Implemented briefing program of Parking Attendant IIs.

d. Improved safety at our venue with the use of two defibrillators and training for our personnel.

e. Purchased hearing impaired equipment to improve our customer service.

f. Purchased plastic bracelets used to implement our children/senior ID program.

g. Produced additional Public Service Announcements for PA Announcers and Scoreboard.

h. Purchased new radios to replace older, obsolete equipment.

- i. Planned and operated successful events this past year with UH, Pro Bowl, Aloha/Oahu Bowl, ILH, OIA, HHSAA and many other licensees.
  - j. Revised Employee & Policy handbook.
  - k. Upgraded Emergency Response Plan and Evacuation Procedures. Trained events personnel on Emergency and Evacuation Procedures.
- 2. One Year
  - a. Request e-mail capability for computers to increase efficiency in distributing event manifests and its changes.
  - b. Request internet capability for computers to increase our capability to improve the efficiency of events.
  - c. Continue review of existing and available equipment to improve the efficiency of Events Branch.
  - d. Continue to train events personnel in customer service.
  - e. Continue to plan and operate events at Aloha Stadium with licensees.
  - f. Continue to revise and upgrade Employee & Policy handbook.
  - g. Continue to upgrade Emergency Response Plan and Evacuation Procedures.
- 3. Two Years
  - a. The above-mentioned items c through g are ongoing projects and will be performed on a continual basis.
  - b. Request purchase of wireless camera system.
- 4. Five Years
  - a. The above-mentioned items c through g are ongoing projects and will be performed on a continual basis.

IV. Performance Measures

A. Administrative Services Branch

1. Customer Satisfaction Measure

- a. Computerization and automation of program functions to increase productivity and reduce costs.

The automation of the sick/vacation leave has reduced the amount of time required to compute annual accumulation of sick/vacation time. This has enabled the Personnel Section to distribute this information (sick/vacation leave balances) to employees in about half the time under the previous manual system. In addition, sick/vacation leave balances are readily available should employees or supervisory personnel require an update.

The automation of purchase orders has not been received as warmly by employees as the sick/vacation leave automation. It takes a little longer to cut a purchase order and this slows the process somewhat for those who have procurement needs. Although from an accounting/fiscal standpoint, the changeover has been well worth the effort since expenditure data is now readily available.

- b. Review of Rules and Regulations of the Stadium Authority.

Proposed changes have been presented to the Stadium Authority, which has endorsed it and recommended forwarding same to Comptroller.

- c. Review of contracts and bid documents to ensure maximizing revenues to the agency.

Not applicable since no substantive changes have been made.

2. Program Standard Measure

- a. Not applicable.

3. Cost Effectiveness Measure

- a. Computerization and automation of program functions to increase productivity and reduce costs.



The cost effectiveness of implementing the program is still being assessed since both programs were only implemented this summer. However, employees who must actually input data have remarked that data retrieval is "fabulous and incredibly easy" under both new systems.

- b. Review of Rules and Regulations of the Stadium Authority.

Not applicable at this time.

- c. Review of contracts and bid documents to ensure maximizing revenues to the agency.

Not applicable since no substantive changes have been made.

B. Engineering and Maintenance Branch

1. Customer Satisfaction Measure

During non-event periods, an ongoing telephone information and complaint program will be used to monitor customer satisfaction. During events, staff reports received directly from customers will be used. Any areas of concern identified through this program will be immediately addressed.

2. Program Standard Measure

Standards comparable to private sector will be developed and monitored through internal staff inspections. Areas of concerns will be corrected through established response procedures.

3. Cost Effectiveness Measure

When possible private sector costs will be obtained to determine the cost effectiveness of the program. Annual costs will be monitored and any significant variance in expenditures will be evaluated and corrective measures implemented as needed.

C. Box Office Branch

1. Customer Satisfaction Measure

No complaints were received from the public on upgrading of the ticketing system.

2. Program Standard Measure

Service provided is current with industry standards.

3. Cost Effectiveness Measure

Upgrade has been costly and no effective measure on benefit is available. However, without upgrade and given age of system, not upgrading would have resulted in an appreciable decrease in service to the public.

D. Security Branch

Meetings and informational exchanges within the program and with other agencies are standard practices for all events and occur on an ongoing basis.

E. Events Branch

1. Customer Satisfaction Measure

Positive feedback from customers has outweighed the negative feedback of our events personnel.

2. Program Standard Measure

None available.

3. Cost Effectiveness Measure

Training and purchase of equipment has been costly, no effective measurement of benefit is available except for feedback from customers and their attendance to events.